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## **MEDIA ALERT**

### **2011 ASMI Sales and Marketing Awards to recognise excellence in consumer healthcare promotion**

Entries have opened for Australia's most innovative consumer healthcare products awards, with the winners to be announced at the Australian Self-Medication Industry (ASMI) Conference in Sydney in November.

ASMI has revamped its Sales & Marketing awards for 2011, with new award categories, new judging criteria, and an expanded judging panel. The award categories are:

- Best Launch of a Consumer Healthcare Product
- Best Marketing Campaign of a Consumer Healthcare Product – Large Budget (>\$500,000)
- Best Marketing Campaign of a Consumer Healthcare Product – Small Budget (<\$500,000)
- Best Self Care Program
- Best Sales Force Initiative – Grocery and/or Pharmacy
- Best PR initiative

Marketing & Business Development Director of ASMI, Ms Filomena Maiese said the awards recognise best practice in healthcare promotion, in keeping with the Quality Use of Medicines (QUM), and have become a focus of excellence across the industry.

"We have undertaken an extensive review of the awards which we believe will provide greater opportunity to showcase the best the industry has to offer," Ms Maiese said.

The 2011 awards will see a more clearly-defined set of judging criteria that is designed to better align with a business mindset.

Of particular interest is a new category in the Best Marketing Campaign specifically designed for "small budget" promotions, where firms may have utilised innovative approaches to leverage their limited marketing spend.

The Best Self Care Program will recognise a promotion that helps to raise health literacy among consumers and may include patient support programs, disease awareness campaigns, consumer education programs, and could cover any type of condition, minor ailment, chronic condition, or preventative health treatment.

The judging panel has been expanded from four to six and will comprise a pharmacist, a pharmaceutical trade journalist, a senior executive from the healthcare industry, and representatives from the consumer sector and the public relations and advertising industries.

The awards are open to ASMI members and will be presented at the 2011 ASMI Conference, "Promoting Self Care Literacy", to be held at Bicentennial Park, Homebush on 16 November. Entries will close 9 September 2011.

Information on the awards is available at [www.asmi.com.au/events/ASMI-Sales- and -Marketing-Awards.aspx](http://www.asmi.com.au/events/ASMI-Sales- and -Marketing-Awards.aspx)

Information on the 2011 ASMI Conference is available at [www.asmiconference.com](http://www.asmiconference.com)

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**About ASMI:** The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy.  
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